

SEPTEMBER 2005

CITY OF ROCKLIN

MARKETING SPECIALIST

DEFINITION

Under general supervision, to promote the use and support of City facilities, parks, attractions and programs; to develop and implement marketing strategies and promotional plans; to solicit proposals, develop, negotiate, and administer contracts with vendors distributors, and professional consultants; to design and develop public service announcements, brochures, flyers and other marketing tools; to provide complex staff assistance to the department head and others; and to perform related work as required.

CLASS CHARACTERISTICS

This is a highly skilled, specialist classification responsible for the effective implementation of the Community Services and Facilities' marketing program. The incumbent is expected to possess the skills and abilities necessary to perform all duties and responsibilities of the classification and work with considerable autonomy receiving only general supervision from either the Recreation Superintendent or the Director of Community Services and Facilities. The incumbent in this classification supervises and evaluates the work of assigned staff and may also direct the work of other staff on a project by project basis.

EXAMPLES OF DUTIES (Illustrative Only)

- Develop and implement a strategic marketing plan for the Community Services and Facilities Department to increase program effectiveness and revenues; develop methods to monitor and evaluate the effectiveness of the plan.
- Design and develop Recreation Division activity guides; coordinate the preparation and distribution of Recreation Division press releases, public service announcements, brochures, advertising flyers and other professional marketing tools.
- Develop, implement, and monitor marketing goals, objectives, policies, and priorities reflective of the community's needs and Community Services and Facilities Department's overall goals, policies, regulations and guidelines.
- Coordinate public relations efforts for the Department; develop and update mailing lists, media catalogs, and sponsor lists; participate in presentations to schools, service clubs and community groups.
- Develop customer surveys and recognition programs; work closely with the Recreation Supervisors regarding methods of improving service and increasing revenues.
- Maintain ongoing records and files of newspaper articles, ads, promotional pieces, slides, videos and photographs of City facilities.
- Contribute information and assist in the development of the Department web page.

- Establish and maintain effective working relationships with managers and staff; determine and respond to customer needs; recommend new policies and programs in response to customer needs.
- Develop and maintain a working knowledge of pricing, rates and trends for facilities and Recreation programs, services and facilities; analyze market changes and/or community development to determine new business opportunities.
- Assist in the recruitment of sponsors, volunteers and participants for events.
- Provide input to Recreation Division's annual budget by preparing resource, revenue, and expenditure projections for designated program areas; administer and monitor assigned budget monies; track and analyze revenues and expenditures on an ongoing basis, recommend budget adjustments as necessary.
- Maximize and maintain positive customer relationships by routinely calling on customers; represent the City at a variety of meetings, including evening meetings.
- Design and prepare information packets and coordinate program for high profile vendor list to increase sponsorship revenues for Division special events and programs.
- Perform a variety of office duties including word processing, brochure development, and preparation of graphs and spreadsheets using computer hardware and software typically found in a modern office.
- Purchase and oversee the purchase of a variety of supplies, materials, equipment, and expenditures for marketing activities; review and approve all requests of expenditures by assigned staff.
- Solicits proposals, develops, negotiates, and administers contracts with vendors distributors, and professional consultants.

QUALIFICATIONS

Knowledge of:

- Principles, practices and theories of marketing and their application to the assigned program, services or facility.
- Principles and techniques of mass and targeted communication and public speaking.
- Principles and practices of Parks and Recreation management and promotions.
- Departmental goals, objectives and priorities.
- Principals of soliciting proposals, contract development, negotiation and administration.
- Business letter writing and basic report preparation and presentation techniques; effective communication techniques in public presentations.
- Statistical data gathering, research and analysis.
- Modern office procedures, methods and computer hardware and software.
- Basic principles and practices of supervision, training, and personnel management.
- Correct English usage, grammar, spelling and punctuation.

Skill in:

- Effectively marketing, planning, organizing, coordinating and evaluating assigned programs within a team environment.
- Responding to requests and inquiries from the general public; eliciting community and organizational support for assigned program and projects.
- Developing, negotiating and administering contracts with vendors, distributors and professional consultants.
- Exercising independent judgment within established guidelines.
- Understanding, interpreting, and applying applicable laws, ordinances, and policies.
- Coordinating a variety of projects and programs simultaneously.
- Preparing written reports and correspondence.
- Participating in training, motivating and evaluating staff.
- Training and instructing others in work procedures.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

A typical way of gaining the knowledge and skills outlined above is:

Equivalent to a Bachelors' Degree with major coursework in marketing, communication, public relations or a related field and three years of increasingly responsible professional experience in marketing, advertising, promotions, public relations, or event coordination and booking.

LICENSE OR CERTIFICATE

Valid California driver's license.

TYPICAL PHYSICAL DEMANDS

Mobility to work in a standard office, use standard office equipment and attend off-site meetings. Incumbents may be assigned to public relations activities that will require exposure to traffic and weather conditions and above-average noise. On an intermittent basis, sit at a desk for long periods of time; intermittently walk, stand, bend, squat, twist and reach while performing assigned duties; lift light weights; operate a motor vehicle. Manual dexterity to use standard office equipment, supplies and small tools, and to manipulate both single sheets of paper and large document holders (binders, manuals, etc.); vision to read handwritten and printed materials and a computer screen; color vision to inspect and approve marketing documents; hearing and speech to communicate in person and by telephone.

FLSA: NE

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Not all duties are necessarily performed by each incumbent. Additionally, incumbents may be required to follow any other instructions and to perform any other related duties as may be required by their supervisor.